

JC07 Rec'd PCT/PTO 21 MAR 2002

FORM PTO-1390 (Modified) (REV 11-98)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTORNEY'S DOCKET NUMBER 43967.013400
TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371			U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR 6 10/088879
INTERNATIONAL APPLICATION NO. PCT/IB00/01424	INTERNATIONAL FILING DATE 20 September 2000	PRIORITY DATE CLAIMED 22 September 1999	
TITLE OF INVENTION A System and Method for Large-Scale, Distributed, Personalized Media on Demand			
APPLICANT(S) FOR DO/EO/US Future TV Technologies, Ltd.			
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:			
<ol style="list-style-type: none"> 1. <input checked="" type="checkbox"/> This is a FIRST submission of items concerning a filing under 35 U.S.C. 371. 2. <input type="checkbox"/> This is a SECOND or SUBSEQUENT submission of items concerning a filing under 35 U.S.C. 371. 3. <input checked="" type="checkbox"/> This is an express request to begin national examination procedures (35 U.S.C. 371(f)) at any time rather than delay examination until the expiration of the applicable time limit set in 35 U.S.C. 371(b) and PCT Articles 22 and 39(1). 4. <input checked="" type="checkbox"/> A proper Demand for International Preliminary Examination was made by the 19th month from the earliest claimed priority date. 5. <input checked="" type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371 (c) (2)) <ol style="list-style-type: none"> a. <input checked="" type="checkbox"/> is transmitted herewith (required only if not transmitted by the International Bureau). b. <input type="checkbox"/> has been transmitted by the International Bureau. c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US). 6. <input type="checkbox"/> A translation of the International Application into English (35 U.S.C. 371(c)(2)). 7. <input checked="" type="checkbox"/> A copy of the International Search Report (PCT/ISA/210). 8. <input type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3)) <ol style="list-style-type: none"> a. <input type="checkbox"/> are transmitted herewith (required only if not transmitted by the International Bureau). b. <input type="checkbox"/> have been transmitted by the International Bureau. c. <input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired. d. <input type="checkbox"/> have not been made and will not be made. 9. <input type="checkbox"/> A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)). 10. <input type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)). 11. <input checked="" type="checkbox"/> A copy of the International Preliminary Examination Report (PCT/IPEA/409). 12. <input type="checkbox"/> A translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)). 			
Items 13 to 20 below concern document(s) or information included:			
<ol style="list-style-type: none"> 13. <input type="checkbox"/> An Information Disclosure Statement under 37 CFR 1.97 and 1.98. 14. <input type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included. 15. <input type="checkbox"/> A FIRST preliminary amendment. 16. <input type="checkbox"/> A SECOND or SUBSEQUENT preliminary amendment. 17. <input type="checkbox"/> A substitute specification. 18. <input type="checkbox"/> A change of power of attorney and/or address letter. 19. <input type="checkbox"/> Certificate of Mailing by Express Mail 20. <input type="checkbox"/> Other items or information: 			

10/088879 21 MAR 2002

U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR 1.101) 10/088879		INTERNATIONAL APPLICATION NO. PCT/IB00/01424		ATTORNEY'S DOCKET NUMBER 43967.013400	
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21. The following fees are submitted:.				CALCULATIONS PTO USE ONLY																															
BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)) : <input type="checkbox"/> Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO and International Search Report not prepared by the EPO or JPO \$970.00 <input checked="" type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO \$840.00 <input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee (37 CFR 1.445(a)(2)) paid to USPTO \$690.00 <input type="checkbox"/> International preliminary examination fee paid to USPTO (37 CFR 1.482) but all claims did not satisfy provisions of PCT Article 33(1)-(4) \$670.00 <input type="checkbox"/> International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfied provisions of PCT Article 33(1)-(4) \$96.00																																			
ENTER APPROPRIATE BASIC FEE AMOUNT =																																			
Surcharge of \$130.00 for furnishing the oath or declaration later than <input type="checkbox"/> 20 <input type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492 (e)).				\$890.00																															
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="width:15%;">CLAIMS</th> <th style="width:20%;">NUMBER FILED</th> <th style="width:20%;">NUMBER EXTRA</th> <th style="width:10%;">RATE</th> <th style="width:15%;"></th> <th style="width:10%;"></th> </tr> <tr> <td>Total claims</td> <td>38 - 20 =</td> <td>18</td> <td>x \$18.00</td> <td></td> <td>\$324.00</td> </tr> <tr> <td>Independent claims</td> <td>3 - 3 =</td> <td>0</td> <td>x \$84.00</td> <td></td> <td>\$0.00</td> </tr> <tr> <td colspan="5">Multiple Dependent Claims (check if applicable) <input type="checkbox"/></td> <td>\$0.00</td> </tr> <tr> <td colspan="5" style="text-align: right;">TOTAL OF ABOVE CALCULATIONS =</td> <td>\$1,214.00</td> </tr> </table>				CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE			Total claims	38 - 20 =	18	x \$18.00		\$324.00	Independent claims	3 - 3 =	0	x \$84.00		\$0.00	Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	TOTAL OF ABOVE CALCULATIONS =					\$1,214.00		
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Reduction of 1/2 for filing by small entity, if applicable. Verified Small Entity Statement must also be filed (Note 37 CFR 1.9, 1.27, 1.28) (check if applicable). <input checked="" type="checkbox"/>																																			
SUBTOTAL =				\$607.00																															
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Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31) (check if applicable). <input type="checkbox"/>				\$0.00																															
TOTAL FEES ENCLOSED =				\$607.00																															
				Amount to be: refunded \$																															
				charged \$																															

☐ A check in the amount of _____ to cover the above fees is enclosed.

☒ Please charge my Deposit Account No. **50-1561** in the amount of **\$607.00** to cover the above fees.
 A duplicate copy of this sheet is enclosed.

☒ The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. **50-1561** A duplicate copy of this sheet is enclosed.

NOTE: Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.

SEND ALL CORRESPONDENCE TO:

Eugene C. Rzucidlo, Esq.
 Reg. No. 31,900
 Greenberg Traurig, LLP
 885 Third Avenue
 New York, NY 10022
 212-801-2100

SIGNATURE

Eugene C. Rzucidlo
 NAME

31,900
 REGISTRATION NUMBER

March 21, 2002
 DATE

**TRANSMITTAL LETTER TO THE
UNITED STATES RECEIVING OFFICE**

Date	20 September 2000
International Application No	PCT/IB00/01424
Attorney Docket No.	43967.013400

10/0008879

I. Certification under 37 CFR 1.10 (if applicable)

EJ339739833US
Express Mail mailing number

21 March 2002
Date of Deposit

JC13 Rec'd PCT/PTO 21 MAR 2002

I hereby certify that the application/correspondence attached hereto is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.

<i>Linda Garramone</i>
Signature of person mailing correspondence

Linda Garramone
Typed or printed name of person mailing correspondence

II. ☐ New International Application

TITLE		Earliest priority date (Day/Month/Year)

SCREENING DISCLOSURE INFORMATION: In order to assist in screening the accompanying international application for purposes of determining whether a license for foreign transmittal should and could be granted and for other purposes, the following information is supplied. (Note: check as many boxes as apply):

- A. ☐ The invention disclosed was **not** made in the United States.
- B. ☐ There is no prior U.S. application relating to this invention.
- C. ☐ The following prior U.S. application(s) contain subject matter which is related to the invention disclosed in the attached international application. (NOTE: priority to these applications may or may not be claimed on form PCT/RO/101 (Request) and this listing does not constitute a claim for priority).

application no.		filed on	
application no.		filed on	

- D. ☐ The present international application ☐ is identical ☐ contains less subject matter than that found in the prior U.S. application(s) identified in paragraph C.
- E. ☐ The present international application ☐ contains additional subject matter not found in the prior U.S. application(s) identified in paragraph C. above. The additional subject matter is found on pages and ☐ DOES NOT ALTER ☐ MIGHT BE CONSIDERED TO ALTER the general nature of the invention in a manner which would require the U.S. application to have been made available for inspection by the appropriate defense agencies under 35 U.S.C. 181 and 37 CFR 5.1. See 37 CFR 5.15

III. ☐ A Response to an Invitation from the RO/US. The following document(s) is (are) enclosed:

- A. ☐ A Request for An Extension of Time to File a Response
- B. ☐ A Power of Attorney (General or Regular)
- C. ☐ Replacement pages:

pages		of the request (PCT/RO/101)	pages		of the figures
pages		of the description	pages		of the abstract
pages		of the claims			

- D. ☐ Submission of Priority Documents

Priority document		Priority document	
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- E. ☐ Fees as specified on attached Fee Calculation sheet form PCT/RO/101 annex

IV. ☐ A Request for Rectification under PCT 91 ☐ A Petition ☐ A Sequence Listing Diskette

- V. ☒ Other (please specify): Transmittal Letter to the United States Designated/Elected Office (DO/EO/US) Concerning a Filing Under 35 U.S.C. 371 and cited documents therein

The person signing this form is the:	<input type="checkbox"/> Applicant	Eugene C. Rzedzicko
	<input checked="" type="checkbox"/> Attorney/Agent (Reg. No.) 31,900	Typed name of signer
	<input type="checkbox"/> Common Representative	Signature

43967.013400

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#3/a

In re Patent Application of

Paul CLARK, *et al.*

Serial No.: T/B/A

Group Art Unit: T/B/A

Filed: Herewith

Examiner: T/B/A

For: SYSTEM AND METHOD FOR LARGE-SCALE, DISTRIBUTED,
PERSONALIZED MEDIA ON DEMAND

Commissioner for Patents and Trademarks
Box PCT
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Prior to the calculation of the filing fee and examination of the above-referenced new United States Patent Application, please amend the present Application as follows. A clean copy of the amended claims is attached herein as Attachment A.

IN THE CLAIMS:

12. (Amended) The system of [any one of] claim[s] 1 [-11] wherein the system is scalable.

38. (Amended) The system of [any one of] claim[s] 27 [-37] wherein the system is scalable.

REMARKS

The present amendment has been made to delete multiple dependencies and otherwise bring the claims in conformance with United States patent practice, and to limit the fees. Early and favorable action is respectfully requested.

[illegible]

Date: March 21, 2002

By

GREENBERG TRAURIG, LLP
885 Third Avenue, 22nd Floor
New York, NY 10022-4834
(212) 801-2100

ATTACHMENT A

Amended Claims

12. The system of claim 1 wherein the system is scalable.
38. The system of claim 27 wherein the system is scalable.

2/p.13

A SYSTEM AND METHOD FOR LARGE-SCALE, DISTRIBUTED, PERSONALIZED MEDIA ON DEMAND

Technical Field

This invention relates to an interactive television system for delivery of media content on demand to a plurality of subscribers, in which the issues of scaling such a system to a large selection of content and a large number of subscribers are addressed.

Background of the Invention

A number of systems have been proposed for delivery of media content on demand to subscribers, the most common application being 'Video On Demand' or 'Movies On Demand' for the residential consumer. It should be noted, however, that the techniques involved are suitable for providing any type of electronic media content, including, but not limited to, video, music or other audio, text, graphics, software, including, without limitation, games and applications, and any other data capable of being processed by a computer.

The Prior Art

The prior art in this field derives from two main areas; the broadcast television and telephony industries, wishing to offer improved services to their subscribers and generate additional revenue streams, primarily through consumer televisions, and the Internet industry, wishing to extend the success of the largely textual and static graphical World-Wide-Web into video, audio and software content, primarily through personal computers. The differing experiences of the two industries have led to two markedly different solutions for the problem of true 'Video On Demand'.

The first difference is physical and institutional. The television/telephony industry solutions are largely monolithic services with a more-or-less fixed connection to the subscriber, albeit through a number of steps required to carry the high bandwidth digital signals across networks that were not originally designed for them (for example, via ADSL over telephone lines, QAM encoding over cable television).

While some designs cater for physical distribution of servers, it is clear that the intention is that all the servers are intended to be managed by a single commercial entity. There is no attempt to design a truly global network under the control of a plurality of organisational managements. This limits both the number of items of media content that can be served to that obtainable by a single organisation, and the number of subscribers that can be provided for under any one service to that which are more-or-less directly connectable to it.

The Internet industry solution, as can be seen under development at a number of well known World-Wide-Web sites, is quite different. The system consists of a large number of independent servers, physically distributed and under many different managements, to which the users connect temporarily over a world-wide packet switching network. Due to the system's distribution, there is no limit to the number of items of content that can be stored, nor to the number of users that can be provided for, nor to the ability to geographically and organisationally distribute either content or users. However, the present technologies impose severe restrictions on the quality and reliability of media content that is transmissible over the Internet.

The second difference is one of subscriber experience. Due to its centralised nature, the television/telephony industry solution can provide a single, integrated service under a single billing arrangement, and can make guarantees of service to the subscribers,

providing a high-quality easy-to-use service as is expected by their subscribers. In some designs, an element of personalisation is offered to make the service even easier to use.

The Internet industry solution, however can offer no such integration or guarantees. The conventional method is to make one contract with a browser provider, one contract with an 'Internet Service Provider' (ISP) for raw network access, one or more contracts with 'portals' for personalised integration services, and then possibly further contracts with content providers. In the present market, many of these contracts are 'free' (often subsidised by advertising), but are nevertheless relationships with providers which the user has to explicitly enter into, if only by registration. Indeed, the fact that the contracts are 'free' indicates that the technology is too immature to deliver anything that the users actually value. The result is a hodgepodge of shifting relationships which cannot deliver either a satisfactory experience for the user or a long-term revenue stream for the providers.

The third difference is in the way content is addressed. In the television/telephony designs it is clear that, being monolithic services, the content is addressed by name, with the location being implicit in the service being used. This is so 'obvious' to these services that most of the prior art in this area does not bother to mention how the content is addressed at all. However, to allow for scalability to a large number of items of media content, and/or a large number of subscribers, a mechanism is required for distribution of the content and subsequent resolution of a location-independent name of an item of content into a set of locations for the content.

In the Internet industry, World-Wide-Web content is addressed by Uniform Resource Locator (URL) in which the location of the content is explicitly encoded into the address. This carries the inherent problem that some other mechanism (such as a search engine) has to be used to find the location of the content required, and also that addresses become

invalid when content moves. There are designs for location independent names (Uniform Resource Names, or URNs), that address this issue, but these are not being used as part of an integrated, personalised interactive television system.

A fourth part of the solution, which neither industry has properly dealt with, is the way in which *meta-data*, or data describing the content, is carried from content provider to end subscriber. Currently, each service or Web-site has its own isolated database of content with varying categories of information and with widely differing interfaces. The decoupling of the content owners from the content databases that link to them leads to a perennial problem of out-of-date, inaccurate information. There is no way for each content-providing organisation to provide meta-data about its products in a standardised way which can be accessed through a single integrated interface, and acted upon as part of a single exercise in personalisation, while retaining direct administrative control over it.

It should be clear, then, that while the Internet allows for a high degree of scalability, it does not offer the technology to enable a high quality, integrated service as expected by television subscribers. On the other hand, existing 'video-on-demand' systems from the television and telephony industries do not offer the scalability, both physical and organisational, to provide a universal service.

The Requirement for Scalability

The prior art has been aimed at relatively small-scale, independent, 'value-added' services to be offered to existing subscribers of television and telephony networks on a relatively local basis. It is an objective of the present invention to move beyond the prior art by providing the features necessary for massive scalability of such a system, in order that it may eventually replace or absorb the existing media distribution networks.

A truly all-encompassing system as is envisioned by the present invention has to be scalable in three different directions at once:

- 1) In terms of number of subscribers connected;
- 2) In terms of number of items of media content stored; and
- 3) In terms of geographical distribution of both subscribers and content

Such massive scale presents specific problems which the present invention addresses, namely:

- 1) The ability to store a huge amount of media content, distributed geographically;
- 2) The ability to deliver that content reliably on demand to any of a huge number of geographically distributed subscribers;
- 3) The ability of the content owners or distributors to manage and advertise that content, maintaining timeliness and accuracy;
- 4) The ability of the subscribers to find content that interests them amongst the huge variety; and
- 5) The ability to charge the subscribers fairly for use of the content, and to distribute the revenue amongst service providers, network providers, content owners and distributors in a flexible manner.

The present invention directly addresses these problems in the following manner:

- 1) With a novel mechanism for distributed media storage, location and provision, which allows media servers to be maintained by multiple, geographically distributed organisations.

- 2) With a novel network architecture providing both a massively scalable media server and wide-scale distribution as part of the same design.
- 3) With a novel mechanism for distribution of 'meta-data', or data about the content, which allows control of the meta-data by multiple, geographically distributed organisations.
- 4) With a novel mechanism for portable personalisation which provides a unique interface for each subscriber, wherever they may be, assisting them in locating and remembering items of content of interest to them.
- 5) With a novel billing system which automatically calculates prices and distributes revenue to providers.

Object of the Invention

It is therefore an object of the present invention to provide a number of novel mechanisms which combine the best features of each of the prior art solutions in an optimum way, with improvements, in order that:

- a) Content provision can be distributed both geographically and organisationally, in order to allow the maximum availability of content, both in terms of numbers of items and physical distribution;
- b) Meta-data can be distributed both geographically and organisationally, in order to provide timely, accurate information about all the content available, in an integrated form with unified links between items;
- c) Subscribers can connect to the service at many different locations while receiving the same integrated, personalised service; and
- d) Media content can be delivered with a sufficient quality and reliability that it will be a satisfactory experience for subscribers and hence make it possible for providers to generate useful revenue streams from it.

- e) Billing for service can be done in an integrated, flexible way which allows for the complexities of provider relationships.

The present invention is the first to fully address all of these aims in a fully scalable manner.

Summary of the Invention

The present invention relates to a scalable system for providing integrated on-demand access to interactive media content through a television. The instant system comprises:

a plurality of interface means for reproducing media content on a plurality of televisions, each such interface means including an authentication means for authenticating an individual subscriber or group of subscribers to the system;

at least one database server for storing, accessing and maintaining an integrated subscriber database;

a plurality of media server means for storage and provision of a plurality of items of media content, each item of media content being identified by a unique location-independent name;

a plurality of meta-data server means for storage and provision of meta-data concerning the items of media content;

a plurality of mapping server means for mapping a location of the plurality of items of media content on the plurality of media servers according to their location-independent names;

a plurality of interface server means comprising personalisation means for individual customisation of a user interface based on information stored in the subscriber database and meta-data from the plurality of meta-data server means, and location lookup means for discovering from the plurality of mapping server means at least one media server which holds a copy of an item of media content identified by a location-independent name; and

a network connecting at least the plurality of interface means, the at least one database server, the plurality of media server means, the plurality of meta-data server means, the plurality of mapping server means and the plurality of interface server means.

The meta-data server means, mapping server means and interface server means are each software subsystems which may reside on the same or different server computers in any combination.

The authentication means comprises means for insertion of a data-carrying card and means for reading authentication information from said card. Typical data carrying cards include, for example, magnetic stripe cards and contacted and contactless chip-carrying 'smart-cards'.

The integrated subscriber database includes profile information about each subscriber, and the personalisation means includes a matching means for generating a list of recommended content for each subscriber. Matching includes making use of the meta-data about the content from the plurality of meta-data server means, together with the profile information for each subscriber from the integrated subscriber database.

Each of the mapping server means obtains content maps from a local subset of the media server means, and floods content advertisements throughout the network to the other mapping server means. The network is organised hierarchically, and content advertisements are aggregated in hierarchical groupings.

The media content comprises at least one of video programming, audio programming, textual information, graphical images, software, including games and/or applications, and other data capable of being processed by computer.

The user interface comprises an output means for generation of at least one of textual display, graphical display, application or game software rendering, video playback and audio playback, and an input means for recognition at least one of: button presses on a controller, such as an infra-red or radio-frequency remote control or a keyboard; movement of a device controlling an on-screen pointer and activation of the pointer at a position; and voice commands.

The user interface further comprises a plurality of substantially distinct screens which can be navigated by the subscriber with the input means. The distinct screens include at least one of:

A genre browser for browsing the available media content according to a genre classification;

A bookmark browser for browsing items of media content which have been the subject of a previous subscriber request to bookmark them;

A portfolio browser for browsing the available media content according to authorship, appearance or other involvement of an individual or group with the creation of the media content.

The meta-data includes location-independent names, and further information including at least one of:

authorship, appearance or other involvement of an individual or group with the creation of media content;

classification of media content according to genre;

profiling of media content according to qualities including violence, adult content or comedy;

pricing information applicable to media content;

dates of publication and regional release dates of the media content;

links to other media associated with the media content, including subtitles, Web-sites, soundtracks, or books.

natural language identification for media content; or

statutory or other rating information for media content.

The meta-data server means stores the meta-data as a distributed database. A possible example of the distributed database is an X.500 Directory Information Tree.

The present invention also comprises a method for providing scalable on-demand access to an interactive media service through a television. The instant method comprises the steps of authenticating a subscriber to the service and generating a personalised user interface for the subscriber.

The generation of a personalised user interface comprises looking up a subscriber profile in a subscriber database, looking up meta-data about a plurality of items of media content in a distributed meta-data database, matching the subscriber profile to the meta-data, and selecting an at least one item of media content predicted to be of interest to the subscriber for inclusion in the personalised user interface.

Part of the generation of the personalised user interface is performed as a background process in advance of a subscriber request.

After the subscriber views the personalised user interface, the subscriber selects an item of media content from the personalised user interface. The selection results in the requesting from the interactive media service the selected item of media content by a location-independent name and the discovering of an at least one media server holding a copy of the selected item of media content out of a plurality of possible media servers using the location-independent name; and the delivery of the selected item of media content from a media server to the subscriber.

Authenticating comprises inserting of a data-carrying card into an interface unit and the reading of the authentication data from the card. Looking up meta-data comprises searching a distributed database, and searching comprises, for example, issuing X.500 Directory Access Protocol or Lightweight Directory Access Protocol requests.

Discovering of the selected item of media content comprises sending a request to a first mapping server to look up an at least one media server holding a copy of the selected item of media content in a map held by the first mapping server. If known at the first mapping server, the request is responded directly with the address of the at least one media server holding a copy of the item of media content, and if not known at the first mapping server, the request is delegated to a second mapping server.

The instant method further comprises a means for indirecting the delivery via a second media server before forwarding to the subscriber. The indirect delivery to the second media server can be performed at a faster rate than the forwarding to the subscriber. In the present method a selected item of media content can be kept at the second media server and the selected item of media content is advertised at the second media server for subsequent use by the same subscriber or other subscribers. The delivery from the first media server to the second media server can be maintained even if the subscriber chooses to cancel the delivery, so as to ensure a complete copy of the item of media content at the second media server for subsequent use.

A record of the delivery of media content is entered in a transaction database. The record of delivery is accounted for in an accounting system comprising a plurality of subscriber accounts and an at least one merchant account.

The accounting comprises adding a plurality of charges to be credited to a plurality of merchant accounts to form an aggregate cost to be debited from a subscriber's account. The accounting can further comprise subtracting an at least one subsidy from the aggregate cost, and debiting an at least one corresponding merchant account. The accounting can further comprise adjusting the charges according to the time of the day or day of the week.

A subscriber's profile in the subscriber database can also be modified as a result of the record of delivery.

Network structure

In an embodiment of the invention, the system comprises a packet switch network organised as a plurality of *clusters*, each cluster comprising a packet switch connecting together a cluster manager unit and optionally one or more media servers, or subscriber access network interfaces connected through a subscriber access network to subscriber interfaces, or subscriber database servers, or other services and interfaces, in any combination. The clusters may be directly connected in a local array, or geographically distributed with wide-area interconnections.

In a preferred embodiment of the present invention, the network is further organised hierarchically, and clusters are grouped into *regions* which advertise routing and content to upper levels as if they formed a single unit. This reduces the size of the routing tables and content maps at each level, and allows the system to scale indefinitely without meeting limits of storage, transmission or processing of such information. Such hierarchical organisation is familiar for routing information in systems such as OSPF and PNNI.

Brief Description of the Drawing

Fig.1 is a block diagram of a minimal embodiment of the system, which includes four clusters connected together with a packet switch network, including a cluster connected to subscribers via an external subscriber access network, a cluster connected to subscribers directly through a packet multiplexor/demultiplexor, a cluster providing only media

content and meta data, and a cluster providing media content, meta-data, a subscriber database server and Internet gateway.

Fig. 2 is a block diagram of an example network, showing central cluster arrays, connectivity to subscriber networks at a variety of levels, and a number of external content sources.

Detailed Description

Structure of the Network

Cluster Configurations

Fig. 1 shows a block diagram of a minimal embodiment of the present invention, including all the essential aspects. The system is designed to scale well beyond the size shown here. Fig. 1 shows four clusters **C1-4** connected by a packet switch network **N1**. Each of the four clusters **C1-4** shown in Fig. 1 have common elements and differences. It should be noted that the elements that make up each cluster may be chosen to achieve various results described herein, and it will be apparent to a person of ordinary skill in practicing the present invention how to vary the elements in each cluster to achieve differing results. The common elements are the packet switches **PS1-4** and the cluster managers **CM1-4**.

The packet switches **PS1-4** are high-bandwidth packet switches such as are known in the art, and provide internal links within each cluster and also inter-cluster links via the packet switch network. While the configuration shown presents four different embodiments of a cluster configuration, the number of links of the packet switch allocated to media servers, subscriber access network interfaces and inter-cluster links is designed to be flexible and may be easily varied by those skilled in the art.

The cluster manager units **CM1-4** are preferably industrialised computers, hosting at least one of the following software servers:

- 1) An interface server **IS1-2** providing personalisation and location lookup services to subscribers.
- 2) A mapping server **MAP1-4** creating a map of the content available on the cluster and advertising it to mapping servers on other clusters, receiving advertisements from other clusters, and providing access to the global map to the interface servers **IS1-2** and meta-data servers **MDS1-4**, if present.
- 3) A meta-data server **MDS1-4** holding a local database of content meta-data information originated on this cluster, providing the meta-data to other clusters, and offering access to the global meta-data database to the interface servers **IS1-2**, if present.

The interface servers **IS1-2** are only present on clusters which connect to subscribers.

The meta-data servers **MDS1-4** are present on clusters which connect to subscribers, for use by the interface servers **IS1-2**, or on clusters which provide meta-data. The mapping servers **MAP1-4** are always present.

If a meta-data server **MDS1-4** provides original meta-data to the network, it is known as an *originating* meta-data server. If it merely provides access to the global meta-data database without providing any original data of its own, it is known as a *slave* meta-data server.

The mapping servers **MAP1-4** obtain maps of content availability from the media servers **MS1-5** connected to the local packet switch, if any, and information concerning other services, such as subscriber database, Internet gateway or originating meta-data servers, then broadcast advertisements of the content and services to corresponding mapping services in other clusters in the network through a flooding process such as is known in the art for routing topology advertisement. Conversely, on receipt of content and service advertisements from other clusters, the mapping servers **MAP1-4** generate a global map

of the availability of content and services for use by the local interface servers **IS1-2** and slave meta-data servers **MDS3-4**.

In a preferred embodiment of the present invention, the meta-data servers **MDS1-4** include an X.500 or LDAP directory server, and use the X.500 or LDAP directory protocols to access further X.500 or LDAP directory servers which may be other meta-data servers in the system, or external to the system, accessed by an Internet gateway. In this preferred embodiment, the meta-data is stored as attributes of directory objects which represent items of media content in a Directory Information Tree.

The following elements can be provided in a cluster, or not, as is required or desirable:

The media servers **MS1-5** are units which store items of media content as files on hard disks or other memory devices, and which can be instructed to deliver the items of media content as a plurality of interleaved, substantially regular streams of data onto a network. Such units are well-known in the prior art, and may be constructed from commonly available computer equipment or custom hardware as is required. It should be noted that the distributed nature of the system does not require any one media server unit to deliver a particularly large number of streams, which leaves considerable flexibility in implementation of such a unit by those skilled in the art.

In cluster **C3**, the subscriber access network interface **SANI** is a bridging or gateway device such as is known in the art, providing bridging from the packet switch network to a variety of subscriber access networks. The subscriber access network **SAN** may be one of a number of mechanisms for distribution of high-speed data to residential or business subscribers, well known in the art, including, but not limited to ADSL over traditional telephony copper and QAM/MCNS over traditional cable or community antenna television networks.

Cluster **C3** also provides a cache media server **MS5** through which items of media content are indirected the first time they are requested, and from which they can be served directly without using external network bandwidth on subsequent requests from subscribers on the same cluster.

The subscriber interface is a 'Set-Top-Box' **STB1** which comprises:

- 1) A microprocessor, random access memory and non-volatile storage for boot software.
- 2) A network interface connected to the subscriber access network **SAN**.
- 3) A television output which may display attractive graphical, textual and audio 'menus' on a television **TV1** and decodes and plays media content, including, without limitation, video and audio content.
- 4) A controller, that may be an infra-red remote control **RC1**, which allows the subscriber to enter key-presses to control the menus; the controller may optionally be a full keyboard including a track-ball for control of a pointer for more advanced interfaces.
- 5) A smart-card reader **CR1** which reads authentication keys from an insertable smart-card.

In a preferred embodiment, the smart-card reader and infra-red receiver are located in a separate unit **CR1** connected by a cable to the Set-Top-Box **STB1** which allows flexibility of siting of the two units given that the Set-Top-Box **STB1** no longer has to be visible or accessible; (in other words, the Set-Top-Box need not be set-top in orientation).

In an further preferred embodiment, the Set-Top-Box also has a mechanism for receiving and interpreting voice commands, either directly, or through the separate unit, e.g., **CR1** or through the remote control unit, e.g., **RC1**.

Cluster **C4** is a further configuration of a cluster which would be used within a multi-occupancy building, a hotel or commercial environment. The packet switch **PS4** is connected directly to a further packet switching subnetwork making use of a further packet multiplexor/demultiplexors **MUX** which directly connects to the Set-Top-Box **STB2**. The packet multiplexor/demultiplexor **MUX** may be further general packet switches such are known in the art, or specific designs which only allow switching between upgoing and downgoing ports, but not between downgoing ports. Further packet switches and/or multiplexing levels may be added between the packet switch **PS4** and the Set-Top-Box **STB2**.

The Set-Top-Box **STB2** and associated elements **TV2**, **CR2**, **SC2** and **RC2** are similar to the corresponding elements **STB1**, **TV1**, **CR1**, **SC1** and **RC1**, except that the Set-Top-Box **STB2** has a direct packet switching interface rather than a subscriber access network interface.

Cluster **C2** is a still further configuration of a cluster. This configuration does not connect any subscribers to the network, but provides content from media servers **MS3-4** and associated meta-data **MD2** from the meta-data server **MDS2**. The mapping server discovers and advertises the media servers **MS3-4** to the wider network.

Cluster **C1** is a still further configuration of a cluster. As well as media servers **MS1-2**, meta-data **MD1** and meta-data server **MDS1**, as in cluster **C2**, cluster **C1** further provides subscriber database services and an Internet gateway to the system. The packet switch **PS1** is connected to a subscriber database server **SDS** and an Internet router **IR** which connects to the wider Internet. The mapping server **MAP1** discovers and advertises these services and the media servers **MS1-2** to the wider network.

One or more database servers may be connected to the network in this manner, providing in combination an integrated subscriber database holding information on subscribers keyed by authentication keys read from the smartcards SC1-2.

One or more Internet gateways may also be connected to the system in this manner, providing for World-Wide-Web access by subscribers. In addition, the system's network protocols may be tunnelled over Internet links where this is convenient.

The exact manner of connection of database servers and Internet routers to the cluster is flexible and may be easily varied by one skilled in the art.

The network

According to the present invention, the overall network is completely flexible in topology, and may consist of a number of differently sized arrays of clusters or individual clusters, connected together in any convenient manner, geographically distributed if required. The flexibility of sizing and location allows for adjustment of the network topology to fit local requirements for caching or distribution.

In a preferred embodiment of the invention, each array of clusters is treated as an independent *region* in a hierarchical organisation, and advertises itself as a unit to the higher-level network.

Fig. 2 shows an example topology for such a network. The structure consists of two regional primary arrays ARRAY1-2, connected together with a high-bandwidth link. These would form the core storage and services of the network, and would be sited at regional data centres.

Connected to **ARRAY1** is a regional media centre, **RMC**, containing a smaller array and a small content owner **SCO1** which has only a pair of clusters. These are sites providing media content for the service, and will publish content and meta-data from their clusters so that it can be used throughout the network.

Also connected to **ARRAY1** is a regional subscriber access network **RSAN**. We are assuming for the purposes of this example that the region covered by **ARRAY1** already has a wide-scale integrated digital network for subscribers, and hence the regional subscriber access network can be directly connected into the clusters in the array. In this case, each cluster in **ARRAY1** will contain a number of subscriber access network interfaces **SANI** as at Fig 1.

Connected to **ARRAY2** is a major content owner **MCO1**, which has its own smaller array in a similar way to the regional media centre **RMC**. The difference is organisational – whereas the regional media centre is under the control of the service provider, the major content owner's array is owned and managed by the content owner itself.

For the purposes of this example we assume the region covered by **ARRAY2** does not have an existing wide-scale integrated subscriber network, and hence some method of further distribution is required. Connected to **ARRAY2** is a district secondary array **DSA**, of which there would be several in a real network.

The district secondary array **DSA** provides further storage and services reducing the load on the **ARRAY2-DSA** link and the primary arrays. Attached to the district secondary array **DSA** is a further small content owner **SCO2** who may wish to publish content relevant only to the district, or cause their content to be available throughout the network.

It is important to note that content provision is not necessarily centralised in this model, which therefore mimics the real world distribution of content providers.

For the purpose of example we assume that the district that the district secondary array **DSA** covers has a district subscriber access network **DSAN** with partial coverage. As with the regional primary array **ARRAY1**, the district subscriber access network **DSAN** is directly connected into the district secondary array **DSA** through subscriber access network interfaces **SANI** contained within the array clusters, as at Fig. 1.

However, for the purpose of example, we assume that some areas of the district have to be further distributed within the network, and a local tertiary cache **LTC** is provided which provides storage and services to a small local subscriber access network **LSAN**, which is connected into the pair of clusters in the same way in the district secondary array **DSA**. This has the effect of reducing the load on the **LTC-DSA** link and all the higher-level arrays.

Such a scalability and flexibility in network topology, connectivity to subscriber access networks and placement of caching is essential to create a large-scale service which covers all the possible scenarios necessary for large-scale and/or global delivery of an interactive television service.

Method of Operation

Throughout this description, it is assumed that the routing protocols of the packet switch network, or other mechanisms, provide routing through the network, and have made available distinguished global addresses for services such as the database server, and distinguished local addresses within a cluster for cluster managers.

Part of the method of operation involves background operation of the network which happens independently of any subscriber request, and part involves operations directly caused by a subscriber request.

Background operation

In the background operation, over and above the normal background operation of a packet switch network for routing etc., there is a mapping process by which the availability of items of media content is collected within a cluster, and then distributed between clusters such that each mapping server **MAP1-4** has a global map of the availability of content. Other services such as the presence of a database server, internet gateway or originating meta-data server are also mapped and advertised in the same manner.

When a media server **MS1** is first powered on, and regularly thereafter, it advertises itself to a mapping server **MAP1** running on the cluster manager **CM1** of the cluster **C1** it finds itself on. The mapping server **MAP1** then requests a directory of the content available on the media server **MS1**, expressed as a list of location-independent names. This process occurs similarly, and independently, with any other media servers (**MS2**) on the cluster.

In addition, the cluster manager identifies services configured to be provided by the cluster, which may include a subscriber database server **SDS**, Internet router **IR**, and/or an originating meta-data server **MDS1**.

Having discovered a map of the content and services available on the cluster **C1**, the mapping server **MAP1** broadcasts the map to all other mapping servers **MAP2-4** in the network. The mechanism for the broadcast is network-specific, and may be provided for by the network infrastructure itself, or may require the mapping servers to participate in a

flooding algorithm such as is familiar in link-state routing protocols such as OSPF and PNNI.

In a preferred embodiment of the present invention, the network is organised hierarchically with clusters being grouped into pre-defined *regions*. The advertisements of content and services are limited in scope to the local region, which then advertises itself as a unit to a higher-level region. Mapping servers at higher levels advertise themselves to the mapping servers in the lower-level region to allow the lower-level mapping servers to delegate requests for unknown content upwards. This allows the network to be scaled indefinitely without meeting limits on storage, transmission or processing of advertisements. Such a hierarchical operation is also known in the prior art for routing information in protocols such as OSPF and PNNI.

As a result of the background mapping process of the present invention, each mapping server **MAP1-4** obtains a global map of the content and services available on the network. In the preferred embodiment, each mapping server obtains a map of the content and services available in the local region, plus one or more references to mapping servers at higher levels in the hierarchy to which it can delegate requests that it cannot handle itself.

Once the map is obtained, the interface servers **IS1-2** can request from the local mapping servers **MAP3-4** the location of a subscriber database server **SDS**, and each creates a connection to that server for use during subscriber-initiated processing.

Furthermore, the slave meta-data servers **MDS3-4** can request from the local mapping servers **MAP3-4** the location of originating meta-data servers **MDS1-2** from which meta-data about content can be obtained. In a preferred embodiment of the present invention,

the slave meta-data servers **MDS3-4** prefetch some aspects of meta-data from the originating meta-data servers **MDS1-2** as part of the background operation.

Subscriber-initiated operation

A subscriber wishing to make use of the service powers on television **TV1** and set-top-box **STB1**, and inserts smart-card **SC1** into card reader **CR1** (the card reader **CR1** preferably receiving power from the set-top-box **STB1**). As is well known, once power is applied, the unit will *boot*, and prepare itself for use. After the boot sequence, card reader **CR1** reads authentication information from smart-card **SC1** using protocols well known in the art and communicates this to set-top-box **STB1**. Set-top-box **STB1** sends a first request to interface server **IS1** running on cluster manager **CM3**, via the subscriber access network **SAN**, subscriber access network **SANI** and packet switch **PS3**, quoting the authentication information, and requesting a first coded menu page for the subscriber.

In response to the first request, the interface server **IS1** requests from the database server **SDS** the profile of the subscriber keyed by the authentication information. In an embodiment of the present invention, the profile comprises the age, sex and other relatively fixed aspects of the subscriber such as can be discovered by a questionnaire upon subscription. In a preferred embodiment of the present invention, this profile further comprises a dynamic representation of the likes and dislikes of the subscriber expressed as a position in a multi-dimensional space, each axis representing some aspect of classification such as a particular genre, generic properties such as 'violence', 'comedy', or specific themes such as 'gardening', 'martial arts'. The axes are numbered on an arbitrary scale representing 'strongly dislikes' through 'indifferent' to 'strongly favours'. In a more preferred embodiment of the present invention, each axis is further given a weighting on an arbitrary scale representing 'not important' to 'critical'.

Other forms of subscriber profiling are possible and may be created by those skilled in the art.

Further in response to the first request, the interface server **IS1** requests at least one search on the local meta-data server **MDS3** to obtain a list of content which will be of interest and suitable for display to the subscriber, taking into account the subscriber's profile. In a preferred embodiment of the present invention, the interface server **IS** requests profile and genre information on all available content which is suitable for the subscriber from the meta-data server **MDS3**, and performs a weighted matching algorithm to generate a list of the content which is most likely to be of interest to the subscriber.

On receipt of a search request, the meta-data server **MDS3** requests a list of originating meta-data servers obtained by the background processing from mapping server **MAP3**, and uses requests to the originating meta-data servers on this list to obtain the relevant aspects of meta-data for all available content. In a preferred embodiment of the present invention, the meta-data server **MDS3** caches the results of such requests for future use. In an alternative preferred embodiment of the present invention, the meta-data server **MDS3** pre-fetches the searchable aspects of the meta-data for all available content as part of the background operation.

In an alternative embodiment of the present invention, the meta-data server uses a distributed search facility such as is provided by the X.500 Directory Access Protocol to obtain the list of relevant content and associated meta-data, as is well known in the art.

The weighted matching algorithm consists of calculating, for each item of media content, a difference between the subscriber's preferred value on a particular axis and the value stored in the content's meta-data for that axis, multiplying by the weighting of the axis in

the subscriber's profile, and summing all such weighted differences for all axes for the piece of content. The result is an indication of the divergence of the content from the subscriber's ideal. The content can be presented with the least such result appearing first.

Other algorithms for matching of the subscriber profile to content meta-data are possible and may be created by those skilled in the art.

In a more preferred embodiment of the present invention, the list of suggested content has any items of media content that have already been watched by the subscriber removed from it before presentation in the user interface. Removal is done by reference to a database of previous transactions keyed by the subscriber authentication information.

In an alternative embodiment of the present invention, the list of suggested content for each subscriber is maintained by a background process which adds new content as it becomes available, if relevant, and removes content following delivery to the subscriber.

Having obtained a list of relevant content for the subscriber, the interface server **IS1** returns a first coded menu of choices to the set-top-box **STB1**, in which each choice of content has attached to it a location-independent name with which to retrieve the content. In a preferred embodiment of the present invention the menus are coded in HTML. In a more preferred embodiment of the present invention, the menus are coded in a scripting language, which may, but need not be proprietary; moreover, such scripting language is preferably designed specifically for television displays.

On receiving the first coded menu, the set-top-box **STB1** presents it to the subscriber, and allows them to select a choice through pressing buttons on a remote control or movement of a pointer and selection of an item under the pointer. In an alternative embodiment of the present invention, the selection is performed by voice commands.

In a preferred embodiment of the present invention each choice of content has attached to it a reference to a second coded menu further describing the specific item of content. In this preferred embodiment, the set-top-box **STB1** requests a second coded menu from the interface server **IS1** using the reference provided in the first coded menu. To create the second coded menu the interface server **IS1** requests further meta-data concerning the item of content from the meta-data server **MDS3**. The further meta-data includes pictures or other media associated with the item of content, information about people or groups associated with the item of content, the year of creation of the item of content, pricing information for the item of content and statutory rating information for the item of content.

The pricing information for the item of content consists of a reference to a billing scheme whereby zero or more charges are made by different providers within the system, which may include copyright owners, distributors and network providers, and which may consist of any mixture of one-time or elapsed-time-based charges. The price payable is the total of such charges for the piece of content. In a more preferred embodiment of the present invention, such charges may be negative, and represent a subsidy to the subscriber for watching the item of content, for example, for advertisements. In a further more preferred embodiment of the present invention, the overall charge may be discounted or increased due to time-, date- or subscriber-specific discounts or premiums.

On receipt of the request for meta-data on specific content, the meta-data server **MDS3** delegates the request to an originating meta-data server **MDS1-2** which holds the meta-data for the content requested, the location of the originating meta-data server having been cached following the first request. In a preferred embodiment of the present invention, the further meta-data is also cached at the meta-data server **MDS1** for future use.

In an alternative embodiment of the present invention, the location of meta-data for a specific item of content is determined by a series of referrals traversing a distributed set of objects, such as an X.500 Directory Information Tree, as is well known in the art.

In a more preferred embodiment of the present invention, the user interface further consists of a plurality of distinct screens in which the meta-data is used to guide the subscriber through the available content. The content may be browsed according to genre classification, such as 'action', 'comedy' or 'jazz'; involvement of a person or group with the production of the content as, for example, author, actor, musician or director; or by grouping such as multiple episodes of the same series. In each case similar mechanisms of meta-data searching are used to compile the list of relevant content.

Furthermore, in this more preferred embodiment, the content may be browsed by use of bookmarks requested by the subscriber and stored in the subscriber database.

Through any of these mechanisms, the subscriber may eventually choose an item of media content to be delivered. On receipt of the choice, the Set-Top-Box **STB1** requests a streamed copy of the item of content from the service by sending a second request to the interface server **IS1** quoting the location-independent name of the item of content. The interface server then requests from the local mapping server **MAP3** a list of media servers which hold the item of content.

If the mapping server **MAP3** knows of a location of the item of content, it will return a list of such locations. In one embodiment the list is sorted according to 'network distance' from the subscriber. As is known from the prior art in routing protocols, such network distance is an arbitrary figure representing the cost of transmission over the best path between two network nodes, and can be obtained from routing protocols such as

OSPF and PNNI. For content having equal 'network distance' from the requester, similar requests should yield a different list order, as for example, a round robin, so that one location of the item of content is not continually called upon to provide the content, while another is under-utilized. In another embodiment, for redundancy and fault-tolerance, where there are multiple locations for a requested item of content, all of the locations may be used in a round robin, or alternatively, the mapping server should ensure that the same location is not placed at the head of the list twice in a row.

In a preferred embodiment, wherein the network is organised hierarchically, if the mapping server **MAP3** does itself not know the location of an item of content within its own region, it may delegate the request to a mapping server at a higher level which has an overview of a number of regions. This process may continue upwards if further levels of hierarchy are present.

On receipt of the sorted list of media servers holding the item of content, the interface server **IS1** attempts to start a stream at each one in turn until successful. Assume the list is **MS1** followed by **MS3**. Starting a stream involves firstly opening a guaranteed bandwidth connection on the network by issuing commands to the underlying network service, and secondly requesting the media server **MS1** to start the stream, quoting the address of the Set-Top-Box **STB1** to be delivered to. If either operation fails, the stream will be cancelled and the next media server **MS2** attempted.

On receipt of the data from the media server **MS1**, the Set-Top-Box **STB1** will immediately begin decoding the data and displaying or otherwise rendering the content. Independently, the interface server **IS1** will acknowledge the request for the stream, quoting the address of the selected media server **MS1** so that the Set-Top-Box **STB1** may send requests to the media server **MS1** for pause, fast-forward and rewind as is well known in the art.

In a preferred embodiment of the present invention, the Set-Top-Box **STB1** may also send requests to the media server **MS1** to vary the rate of transmission so as to maintain exact synchronisation of transmission and decoding, in order that buffers in the Set-Top-Box **STB1** neither underflow nor overflow.

In an alternative embodiment of the present invention, the delivery of the data is indirected via a second media server **MS5** which stores and immediately retransmits the data to the Set-Top-Box **STB1** as it receives it from originating media server **MS1**. This makes the item of content available directly from media server **MS5** to other subscribers on the same cluster **C3**, avoiding the network bandwidth between cluster **C1** and cluster **C3**. In a preferred embodiment of this alternative, the delivery from media server **MS1** to media server **MS5** is performed at a faster rate than the delivery from media server **MS5** to Set-Top-Box **STB1**. This both allows a proportion of fast-forward and rewind to be performed locally at the media server **MS5** without modifying the stream from media server **MS1**, which makes it easier to share the item of content among multiple subscribers on cluster **C3**, and reduces the number of connections outstanding across the packet switch network **N1** at any one time.

The transmission, decoding and rendering of the content proceeds until the content comes to an end or the subscriber chooses to cancel it. In both cases the Set-Top-Box **STB1** sends a request to the interface server **IS1** to stop the stream, and the interface server **IS1** requests the selected media server **MS1** to stop the transmission (which it may already have done), and closes the network connection between media server **MS1** and Set-Top-Box **STB1**.

In the alternative embodiment in which the delivery is indirected via another media server **MS5**, the stream from **MS5** to Set-Top-Box **STB1** is stopped immediately, but the stream

from **MS1** to **MS5** may be allowed to continue to its end to provide a complete copy of the item of content on media server **MS5** for future use. Such a decision depends on the load on the servers **MS1** and **MS5**, the load on the network, and the predicted popularity of the content.

Upon finishing, the interface server **IS1** creates a transaction record in the subscriber database **SDS** noting the item of content delivered, the time and date, the subscriber and the length of time delivery was maintained. For example, the number of seconds of transmission, or even the precise frames or range of frames that were delivered may be recorded. In a preferred embodiment, the length of time of delivery was maintained would consist of the range of frames delivered, including any ranges that were frames that were re-delivered, as would result from a "rewind" operation by the subscriber. This transaction record is then used in three independent ways:

- 1) To account for the delivery in an accounting system, crediting and debiting provider accounts and the subscriber's account according to the pricing mechanism described above.
- 2) To remove the item of content from the list of interesting content for the subscriber, in the embodiment in which the list is precompiled.
- 3) To modify the subscriber profile according to the meta-data profile attached to the content, in the preferred embodiment in which the profile is dynamic.

In a preferred embodiment of the present invention, modifying the subscriber profile comprises according a positive score to the content if it has been enjoyed to its natural end, and a progressively negative score if it has been cancelled early. This score is used to adjust the values and weightings on each axis of the subscriber profile according to the values given for each axis in the content meta-data, weighted by the score. A very high or low value in the weighted meta-data causes the subscriber value for that axis to be

increased or decreased accordingly, and the weighting given for that axis to be adjusted upwards slightly. A median value in the weighted meta-data does not cause the value for that axis to be adjusted, but does cause the weighting given for that axis to be decreased slightly.

Other algorithms for adjustment of the subscriber profile are possible and may be created by those skilled in the art.

In an alternative preferred embodiment of the present invention, the score is obtained by an explicit question asked of the subscriber following the natural end or early cancellation of the delivery and the same adjustment performed. This information may also be of great interest to the content providers, especially when combined with the subscriber's known profile.

While the foregoing describes and illustrates the preferred embodiment of the present invention and suggests certain modifications thereto, those of ordinary skill in the art will recognize that still further changes and modifications may be made therein without departing from the spirit and scope of the invention. Accordingly, the above description should be construed as illustrative and not in a limiting sense, the scope of the invention being defined by the following claims.

WHAT IS CLAIMED IS:

1. A system for providing integrated on-demand access to media content through a television, comprising:

a plurality of interface means for reproducing media content on a plurality of televisions, each such interface means including an authentication means for authenticating an individual subscriber or group of subscribers to the system;

at least one database server for storing, accessing and maintaining an subscriber database;

a plurality of media server means for storage and provision of a plurality of items of media content, each item of media content being identified by a unique location-independent name;

a plurality of meta-data server means for storage and provision of meta-data concerning the items of media content;

a plurality of mapping server means for mapping a location of the plurality of items of media content on the plurality of media servers means according to their location-independent names;

a plurality of interface server means comprising personalisation means for individual customisation of a user interface based on information stored in the subscriber database and meta-data from the plurality of meta-data server means, and location lookup means for discovering from the plurality of mapping server means at least one media server which holds a copy of an item of media content identified by a location-independent name;

a network connecting at least the plurality of interface means, the at least one database server, the plurality of media server means, the plurality of meta-data server means, the plurality of mapping server means and the plurality of interface server means.

2. The system of claim 1, wherein the meta-data server means, mapping server means and interface server means are each software subsystems which reside on the same or different server computers in any combination.
3. The system of claim 1, wherein the authentication means comprises means for insertion of a data-carrying card and means for reading authentication information from said card.
4. The system of claim 1, wherein the subscriber database includes profile information about each subscriber, and personalisation means includes a matching means for generating a list of recommended content for each subscriber, making use of the meta-data about the content from the plurality of meta-data server means, together with the profile information for each subscriber from the integrated subscriber database.
5. The system of claim 1, wherein each of the mapping server means obtains content maps from a local subset of the media server means, and floods content advertisements throughout the network to the other mapping server means.
6. The system of claim 5, wherein the network is organised hierarchically, and content advertisements are aggregated in hierarchical groupings.
7. The system of claim 1, wherein the media content comprises at least one of video programming, audio programming, textual information, graphical images, software and other data capable of being processed by computer.

8. The system of claim 1, wherein the user interface comprises an output means for generation of at least one of textual display, graphical display, video playback and audio playback, and an input means for recognition at least one of: button presses on a remote control; movement of a device controlling an on-screen pointer and activation of the pointer at a position; and voice commands.

9. The system of claim 8, wherein the user interface further comprises a plurality of substantially distinct screens which can be navigated by the subscriber with the input means.

10. The system of claim 9, wherein the distinct screens include at least one of:

genre browsing means for browsing the plurality of items media content according to a genre classification;

bookmark browsing means for browsing the plurality of items of media content which have been the subject of a previous subscriber request to bookmark them;

portfolio browsing means for browsing the plurality of items of media content according to authorship, appearance or other involvement of an individual or group with the creation of the media content.

11. The system of claim 1, wherein the meta-data includes a location-independent name, and further information including at least one of:

authorship, appearance or other involvement of an individual or group with the creation of the media content;

classification of the media content according to genre;

profiling of the media content according to qualities including violence, adult content or comedy;

pricing information applicable to the media content;

dates of publication and regional release dates of the media content;

links to other media associated with the media content, including subtitles, Web-sites, soundtracks, or books.

natural language identification for the media content; or

statutory rating information for the media content.

12. The system of any one of claims 1-11 wherein the system is scalable.

13. A method for providing on-demand access to an interactive media service through a television, comprising:

authenticating a subscriber to the service;

generating a personalized user interface for the subscriber, comprising looking up a subscriber profile in a subscriber database, looking up meta-data about a plurality of items of media content in a distributed meta-data database, matching the subscriber

profile to the meta-data, and selecting an at least one item of media content predicted to be of interest to the subscriber for inclusion in the personalized user interface;

selecting by the subscriber of an item of media content from the personalized user interface;

requesting from the interactive media service the item of media content by a location-independent name;

discovering an at least one media server holding a copy of the item of media content out of a plurality of possible media servers using the location-independent name;

delivering the item of media content from a media server to the subscriber.

14. The method of claim 13 wherein authenticating comprises inserting of a data-carrying card into an interface unit and reading authentication data from the card.

15. The method of claim 13 wherein generating the personalized user interface is performed at least in part as a background process in advance of a subscriber request.

16. The method of claim 13 wherein discovering comprises:

sending a request to a first mapping server to look up an at least one media server holding a copy of the item of media content in a map held by the first mapping server;

if known at the first mapping server, responding to the request directly with the address of the at least one media server holding a copy of the item of media content;

if not known at the first mapping server, delegating the request to a second mapping server.

17. The method of claim 13 further comprising indirecting the delivery via a second media server before forwarding to the subscriber.

18. The method of claim 17 further comprising performing the indirect delivery to the second media server at a faster rate than the forwarding to the subscriber.

19. The method of claim 17 further comprising keeping the item of media content at the second media server and advertising the item of media content at the second media server for subsequent use by the same subscriber or other subscribers.

20. The method of claim 19 further comprising maintaining the delivery from the first media server to the second media server even if the subscriber chooses to cancel the delivery, so as to ensure a complete copy of the item of media content at the second media server for subsequent use.

21. The method of claim 13 further comprising entering a record of the delivery in a transaction database.

22. The method of claim 21 further comprising accounting for the record of delivery in an accounting system comprising a plurality of subscriber accounts and an at least one merchant account.

23. The method of claim 22 wherein accounting comprises adding a plurality of charges to be credited to a plurality of merchant accounts to form an aggregate cost to be debited from a subscriber's account.

24. The method of claim 23 wherein accounting further comprises subtracting an at least one subsidy from the aggregate cost, and debiting an at least one corresponding merchant account.

25. The method of claim 24 wherein accounting further comprises adjusting the charges according to the time of the day or day of the week.

26. The method of claim 21 further comprising modifying the subscriber's profile in the subscriber database as a result of the record of delivery.

27. A system for providing integrated on-demand access to media content through a television, comprising:

a plurality of interfaces, each such interface comprising a means for authenticating an individual subscriber or group of subscribers to the system;

at least one database server for storing, accessing and maintaining a subscriber database;

a plurality of media servers wherein each such media server is adapted to store and provide a plurality of items of media content, each item of media content being identified by a unique location-independent name;

a plurality of meta-data servers wherein each said meta-data server is adapted to store and provide meta-data concerning the items of media content;

a plurality of mapping servers wherein each said mapping server is adapted to a location of the plurality of items of media content on the plurality of media servers means according to their location-independent names;

a plurality of interface servers each said interface server comprising personalisation means for individual customisation of a user interface based on information stored in the subscriber database and meta-data from the plurality of meta-data servers and location lookup means for discovering from the plurality of mapping servers at least one media server which holds a copy of an item of media content identified by a location-independent name;

a network connecting at least the plurality of interfaces, the at least one database server, the plurality of media servers, the plurality of meta-data servers, the plurality of mapping servers and the plurality of interface servers.

28. The system of claim 27, wherein the meta-data servers the mapping servers and the interface servers are each software subsystems which reside on the same or different server computers in any combination.

29. The system of claim 27, wherein the authentication means comprises means for insertion of a data-carrying card and means for reading authentication information from said card.

30. The system of claim 27, wherein the subscriber database includes profile information about each subscriber, and personalisation means includes a matching means for generating a list of recommended content for each subscriber, making use of the meta-data about the content from the plurality of meta-data server means, together with the profile information for each subscriber from the integrated subscriber database.

31. The system of claim 27, wherein each of the mapping servers obtains content maps from a local subset of the media servers and floods content advertisements throughout the network to the other mapping servers.

32. The system of claim 31, wherein the network is organised hierarchically, and content advertisements are aggregated in hierarchical groupings.

33. The system of claim 27, wherein the media content comprises at least one of video programming, audio programming, textual information, graphical images, software and other data capable of being processed by computer.

34. The system of claim 27, wherein the user interface comprises an output which generates at least one of textual display, graphical display, video playback and audio playback, and an input which recognizes at least one of: button presses on a remote control; movement of a device controlling an on-screen pointer and activation of the pointer at a position; and voice commands.

35. The system of claim 34, wherein the user interface further comprises a plurality of substantially distinct screens which can be navigated by the subscriber with the input.

36. The system of claim 35, wherein the distinct screens include at least one of:

genre browsing means for browsing the plurality of items media content according to a genre classification;

bookmark browsing means for browsing the plurality of items of media content which have been the subject of a previous subscriber request to bookmark them;

portfolio browsing means for browsing the plurality of items of media content according to authorship, appearance or other involvement of an individual or group with the creation of the media content.

37. The system of claim 27, wherein the meta-data includes a location-independent name, and further information including at least one of:

authorship, appearance or other involvement of an individual or group with the creation of the media content;

classification of the media content according to genre;

profiling of the media content according to qualities including violence, adult content or comedy;

pricing information applicable to the media content;

dates of publication and regional release dates of the media content;

links to other media associated with the media content, including subtitles, Web-sites, soundtracks, or books.

natural language identification for the media content; or

statutory rating information for the media content.

38. The system of any one of claims 27-37 wherein the system is scalable.

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(71) Applicant (for all designated States except US): **FUTURE TV TECHNOLOGIES, LTD.** [IE/IE]; 2 Ballsbridge Wood, Shellbourne Road, Dublin 4 (IE).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **CLARK, Paul**

[GB/GB]; Future TV, 100 Gloucester Place, London W1H 3DA (GB). **RAND, Ricky** [GB/GB]; Future TV, 100 Gloucester Place, London W1H 3DA (GB). **BROWN, Julian** [GB/GB]; Future TV, 100 Gloucester Place, London W1H 3DA (GB).

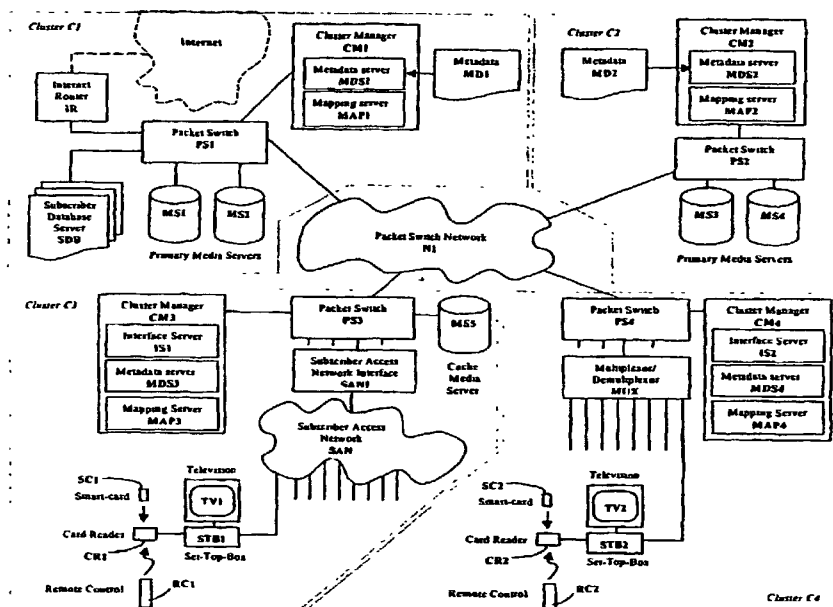
(74) Agent: **BLOCH, Gérard**; Bloch & Associés, 2 Square de l'Avenue du Bois, 75116 Paris (FR).

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[Continued on next page]

(54) Title: A SYSTEM AND METHOD FOR LARGE-SCALE, DISTRIBUTED, PERSONALIZED MEDIA ON DEMAND



(57) Abstract: A system is disclosed which provides integrated, personalized access through a television by a large number of viewers to a wide range of on-demand media content, by use of distributed storage and discovery techniques, user authentication and a personalized user interface.

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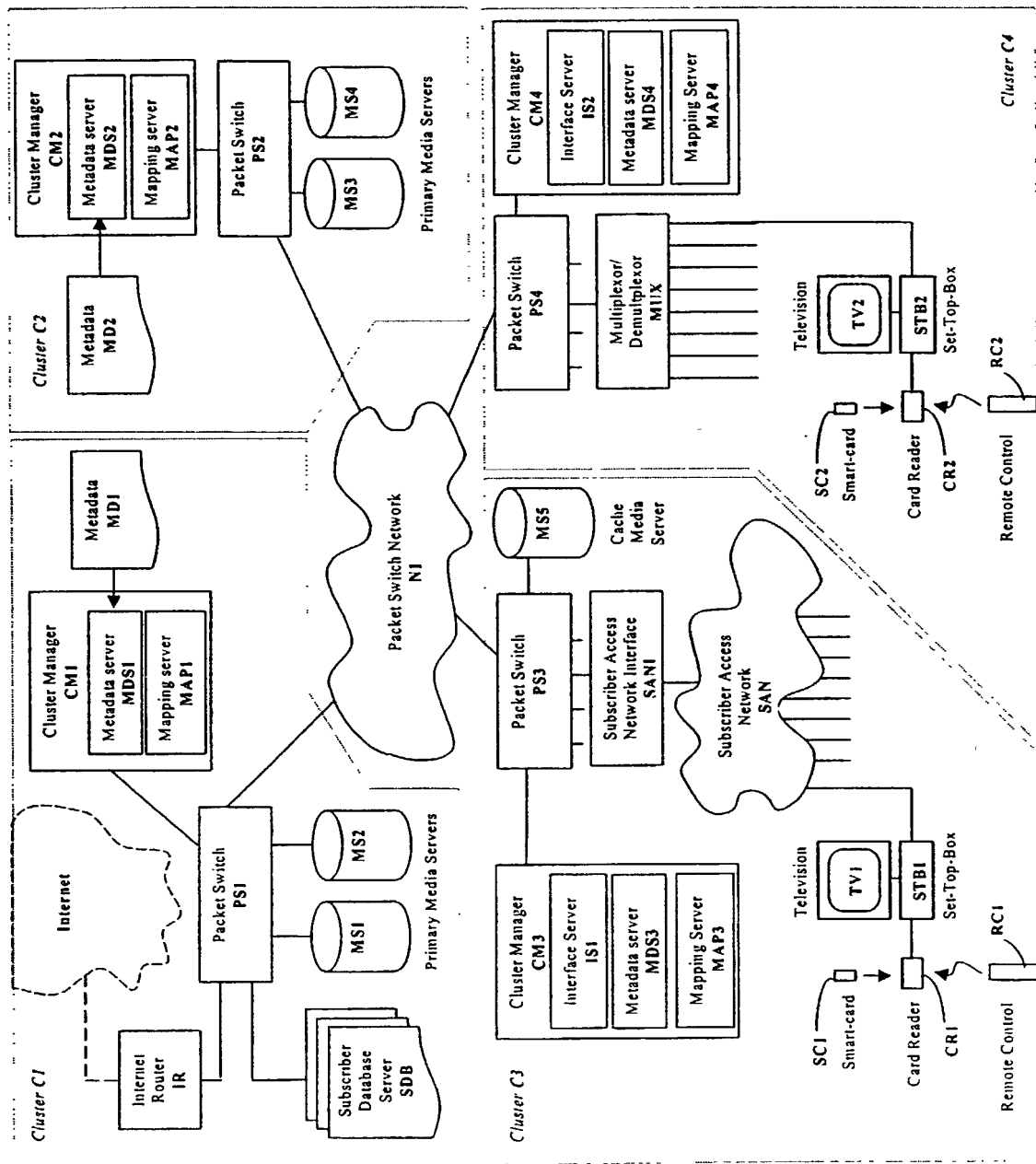


Fig 1.

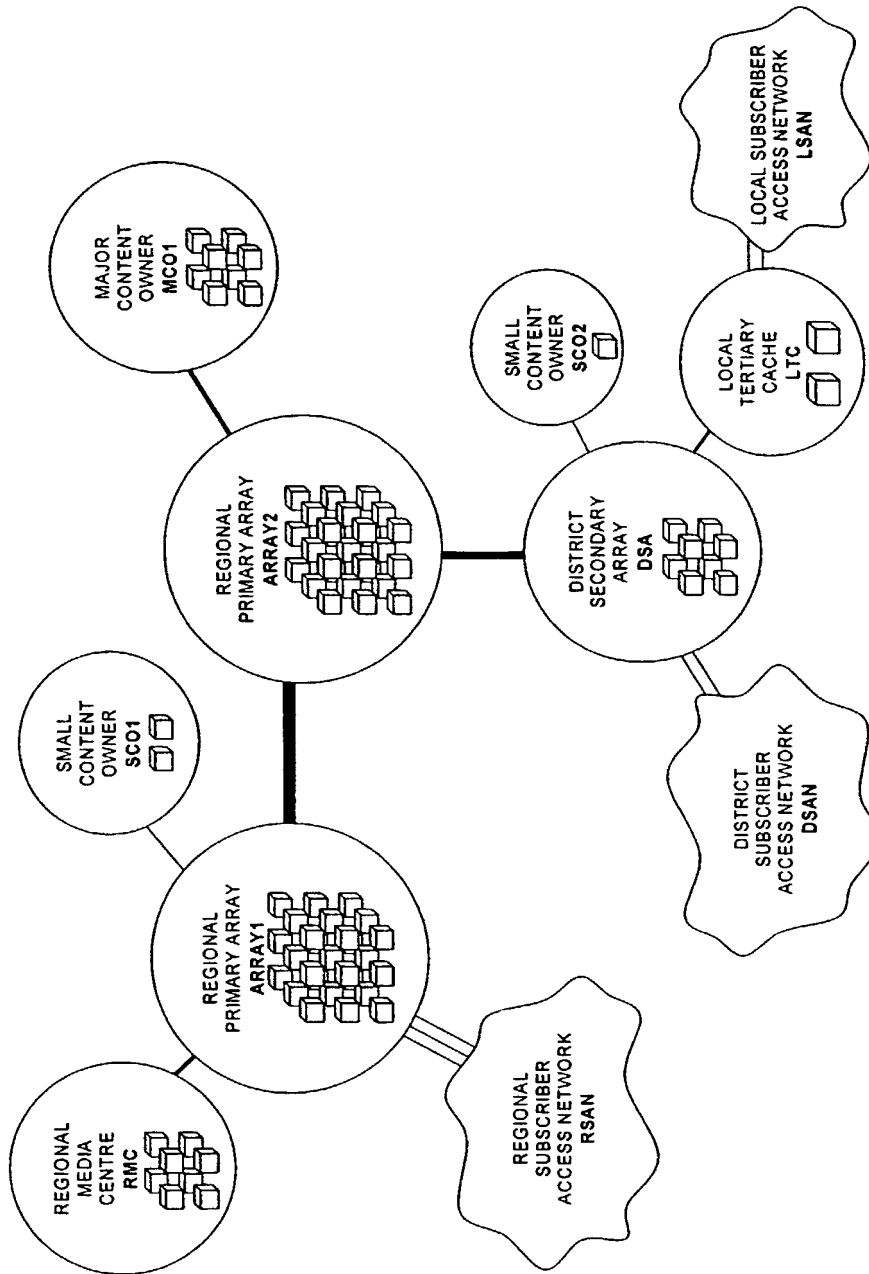
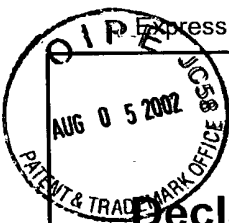


Fig 2.



Docket No.
43967.013500

Declaration and Power of Attorney For Patent Application

English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled
A SYSTEM AND METHOD FOR LARGE-SCALE, DISTRIBUTED, PERSONALIZED MEDIA ON DEMAN

the specification of which

(check one)

☐ is attached hereto.

☒ was filed on March 21, 2002 as United States Application No. or PCT International Application Number 10/088,879 and was amended on _____ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)			Priority Not Claimed
<u>PCT/IB00/01424</u>	<u>Germany</u>	<u>SEPTEMBER 20, 1999</u>	<input type="checkbox"/>
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(Number)	(Country)	(Day/Month/Year Filed)	
<u></u>	<u></u>	<u></u>	<input type="checkbox"/>
(Number)	(Country)	(Day/Month/Year Filed)	

I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional application(s) listed below:

(Application Serial No.)

(Filing Date)

(Application Serial No.)

(Filing Date)

(Application Serial No.)

(Filing Date)

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.


POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number).

① Eugene C. Rzucidlo
Registration No. 31,900
GREENBERG TRAUIG LLP
885 Third Avenue, 21st Floor
New York New York 10022

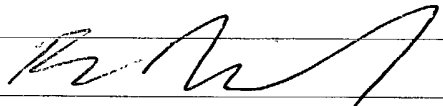
Send Correspondence to: EUGENE C. RZUCIDLO
GREENBERG TRAUIG LLP
885 THIRD AVENUE, 21ST FLOOR
NEW YORK, NEW YORK 10022

Direct Telephone Calls to: (name and telephone number)
EUGEN E C. RZUCIDLO, 212-801-2100

1-00

Full name of sole or first inventor <u>CLARK, Paul</u>	
Sole or first inventor's signature 	Date June , 2002
Residence UK	
Citizenship UK	
Post Office Address THE OLD MILL, MOUNT HAWKE, TRURO, CORNWALL GBR TR4 8BL UK	

2-00

Full name of second inventor, if any <u>RAND, Ricky</u>	
Second inventor's signature 	Date June , 2002
Residence UK	
Citizenship UK	
Post Office Address Ladymoon House, 1 Cooper Close, Biddenham Bedford, MK40 4DH. GBR	

300

Full name of third inventor, if any BROWN, Julian	
Third inventor's signature <i>Julian Brown</i>	Date June , 2002
Residence <i>England</i>	
Citizenship <i>British</i>	
Post Office Address <i>19 ASCHAM ROAD, CAMBRIDGE, GBK0</i> <i>CB4 2BD ENGLAND</i>	

Full name of fourth inventor, if any	
Fourth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of fifth inventor, if any	
Fifth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of sixth inventor, if any	
Sixth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	